

V. Neighborhood Areas

PLEASANT PLAINS



FIG. 39.4 - Existing Conditions of Pleasant Plains Neighborhood Area

Pleasant Plains

Euclid Street to Irving Street

The Pleasant Plains neighborhood area is the most southern end of the study area, from Euclid Street to Irving Street covering the 3100 to 3500 blocks of Georgia Avenue. The neighborhood area contains many row houses that were converted some time ago into retail buildings with the addition of small one-story additions in the front yard. Taller (six-story) apartment and institutional buildings are clustered around Girard and Fairmont Streets. Key anchors include the Bruce-Monroe Elementary School and Howard University.

Issues:

- Facades on the business establishments look deteriorated and are in poor condition, which contributes to an uninviting environment.
- The area contains some vacant, dilapidated, under-capitalized businesses.
- A range of residential vacancies exists in and around the corridor.
- Lack of public land for new development; the majority of lots are small and privately held.
- Lengthy commercial zone with underutilized land use.
- Poor pedestrian crossings, signage, and pavement markings.
- Vacant properties owned by Howard University
- Poor visual gateway into the corridor.

V. Neighborhood Areas PLEASANT PLAINS



FIG. 40.1 - Proposed Plan of Pleasant Plains Neighborhood Area

Recommendations:

- Apply Facade Improvement Program to existing businesses in the 2600 block west side
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Aggressively implement the Mayor's Home Again Initiative to return the residential vacancies to productive use.
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on "Redevelopment Opportunity Sites")
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings
- Partner with Howard University to redevelop their vacant properties.
- Create a visual gateway into the corridor by creating an African-American Heritage Wall that would recognize the contribution of the city and Howard University alumni on one of the Howard University-owned buildings facing Georgia Avenue.